



Tourism & Events Department
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To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: June 20, 2017

Subject: Scottsdale International Film Festival Event Support Funding Proposal

The proposed three year Scottsdale International Film Festival event funding proposal is attached for the commissions review. The SIFF is requesting \$37,500 annual over three years in support of the event.

The Scottsdale International Film Festival is a five-day film event in November that takes place in the locally owned Harkins Shea 14 Theatres. The film festival will be celebrating its 17 year in Scottsdale in November and has showcased more than 500 films from over 60 nations and has attracted over 90,000 attendees. The Festival is the only event in the Valley focused on multicultural, independent foreign films.

The festival has participated in the community event funding program for 5 years and has received a total of \$66,500 in community event funding. Funds were allocated toward event marketing and production. All event funding contractual requirements have been met.

The submitted proposal is not being reviewed under the established event funding program criteria, allocation of potential funds in support of the proposal will be from the \$1.2 million from the Tourism Development Fund established for events and event development.

Analysis & Assessment

City staff has evaluated the three year proposal to identify the benefits for the city and the local tourism industry and has identified a public purpose for the city's expenditure. The marketing and promotional benefits provide direct consideration substantially equal to the proposed city's expenditure.

The Festival producer anticipates implementing a multilayered local and national Scottsdale destination feeder market public relations and marketing campaign which will generate consumer awareness, drive attendance, and assist in locating outreach partnerships.

During the term of the proposed agreement, the festival will focus on expanding its core audience, increase national and local sponsorship, and advancing its position in the film industry community.

In order to enhance the city's event sponsorship evaluation process, the city has retained a qualified special event and marketing consultant, Bruce Skinner & Associates, to measure, analyze, and report the economic and media impact as well as overall value and benefits associated with a proposed event sponsorship. Attached is the Skinner report.

Proposed Agreement

The host and promotional benefits in the attached three year proposal between Scottsdale International Film Festival and the City of Scottsdale are focused on highlighting the Scottsdale destination through media and promotional opportunities.

During the term of any established agreement on an annual basis the Scottsdale International Film Festival will provide the city a post event report that will provide:

1. An evaluation of the producer's performance under an agreement
2. The benefits to the city and the public achieved, and likely to be achieved, because of the event
3. And such other information as the post event report shall require. If requested, a presentation to the TDC and or City Council will be required.

In accord with the city's community event program approved by City Council, 75% of the event funding will be provided in advance of the event. The final 25% will be provided once all contract requirements have been fulfilled.

Funding Availability & Potential Options

The total maximum annual city investment for the proposal is \$37,500. Based on FY 2017/18 Tourism Development Fund sources and uses projections, funds are available. Pending TDC discussion, the following are options for consideration:

- 1) Recommend new event development funding for all or part of the requested amount of \$37,500 annually for three years.
- 2) Direct staff to further evaluate the event's potential, event development partnership opportunities and the resulting return on investment.
- 3) Take no action or additional event evaluation.

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.



Scottsdale International Film Festival
 Thursday, November 2nd – Monday, November 6th, 2017
 Harkins Shea 14 Theatres

HISTORY & BACKGROUND

The inaugural Scottsdale International Film Festival (Festival) was scheduled for its fledgling launch on September 28, 2001. No one knew at the time how the events of 9/11 would affect the inaugural event. Would anyone want to sit in a theatre just 17 days after 9/11? The answer was a resounding yes -- the community turned out in force at double the seating capacity. Since that moment, attendees have continued to embrace diversity rather than run from it. Our audience base illustrates the role of the arts in fulfilling moviegoers' desires to be more informed and engaged global citizens.

The Scottsdale International Film Festival was launched with the goal of using film to foster a deeper and more meaningful understanding of the world's cultures, ethnicities, religions and ways of life. The Festival is a destination event and catalyst to provide local audiences with access to foreign and independent films that might otherwise never be brought to Scottsdale movie houses. The Scottsdale International Film Festival connects Arizona with the world through the expression of film.

As its primary activity, the Festival presents a five-day annual film Festival in November that takes place in the locally owned Harkins Shea 14 Theatres. Evidencing its diversity, the Festival has showcased more than 500 films in 16 years from over 60 nations, including those produced in seven of the eight Scottsdale Sister Cities' countries. The Festival is the only event in the Valley focused on multicultural, independent foreign films.

The Festival draws a diverse, well-educated and wealthy attendee base:

GENDER

Female 73%
 Male 27%

INCOME LEVEL

< \$24,999	2.8%
\$25,000 to \$49,999	10.1%
\$50,000 to \$74,999	7.3%
\$75,000 to \$99,000	11.0%
Over \$100,000	30.3%
Prefer not to say	38.5%

EDUCATION LEVEL

High School or equivalent	3.7%
Associate or Bachelor's Degree	42.2 %
Graduate Degree or above	51.4%
Prefer not to say	2.8%

Our newest community outreach component, begun in 2016 and underwritten by corporate sponsorship, brings animated short-subject film to Title I elementary school students. In 2018, we plan to further expand the Festival by offering a six-month independent foreign film series between April-September in partnership with the Museum of Modern Art (MOMA) and Film Society of the Lincoln Center's New Directors/New Films (ND/NF) program from New York City. We anticipate that this co-production will also attract winter visitors from feeder markets.

2018 MARKETING OVERVIEW WITH CITY FUNDING

Title Sponsor Benefits

- City of Scottsdale logo on official Festival program guide cover & premium placement of full-page, full-color ad in official program guide - 75,000 copies of guide inserted in *Arizona Republic* and regional *New York Times*, and distributed in all Valley AJ's Fine Foods locations and select Harkins Theatres – guides distributed October 9, 2017
- Opening night reserve seating eight VIP Passes (valued at \$2120)
- Festival Tickets & VIP events - eight Tickets (valued at \$96)
- Naming rights as "City of Scottsdale Audience Award for Best Film"
- City of Scottsdale logo placement above Festival logo - max of two title sponsors - (valued at \$25,000)
- City of Scottsdale logo on Festival window cling at Harkins Shea 14 – in place for 6 weeks
- City of Scottsdale logo on Festival promotional slides at Harkins Shea 14 – in place for 6 weeks
- City of Scottsdale logo on Festival website with link to Experience Scottsdale – online for 12 months
- City of Scottsdale logo on all Festival newspaper ads – minimum of six large-space AZ Republic ads
- City of Scottsdale logo on official Festival poster, banners, voting ballot
- City of Scottsdale logo on Festival sponsor thank-you in the pre-feature digital ad running prior to all movies
- City of Scottsdale logo on Festival social media posts and email blasts, August - November 2017
- First right of renewal of title sponsorship for following year

Advertising

Program Guide to 75K readers	\$10,000.00
Newspaper & Online Advertising	
Arizona Republic/azcentral.com	\$23,000.00 (in-kind)
- four ROP ads & four ½ zone ads – 300K+ daily	
Phoenix New Times	\$1,000.00 - Five E-blasts to 12K+ readership
TV/Radio Advertising	\$5,000.00
KAET – Two week campaign of 50 ads to 750K+ viewers	
KJZZ/KBAQ – 60 4-part rotator spots, M-F & 40 contest spots, M-F & 2 E-blasts to 19K listeners	
Social Media - Advertising	\$1,500.00
E-blasts sent by Harkins Theatre to 20K+, Greater Phoenix Film Festival 2K+	
Festival listserv 5K+, Facebook 2500+, Twitter 4500+, Snapchat/Instagram to come	
Signage/Banners-Marketing	\$3,000.00
Feeder Markets (TBD)	\$17,000.00
SUBTOTAL – IN-KIND	\$23,000.00
SUBTOTAL – CASH	\$37,500.00
TOTAL	\$60,500.00

If approved for funding the Scottsdale International Film Festival's marketing & PR efforts will:

Leverage existing marketing plan to create a multiplier effect in both local and feeder markets:

1. Enhance local market outreach to include TV, social media, print and online advertising.
2. Establish feeder market outreach in partnership with Experience Scottsdale.

Festival goals include increased outreach and programming, audience growth, additional employees to serve growth goals, and wider visibility as a vital Scottsdale cultural organization and destination event committed to engaging the community in diversity awareness and appreciation.

With grant funding in hand, the Festival will expand its marketing and public relations activities. Initially, PR efforts will help perpetuate a positive and desirable image for the Festival, organize staff communication as well as attract additional artist participation and corporate sponsorship. Ultimately, the Festival's marketing and public relations program will help generate consumer awareness, compel and drive attendance, and assist in locating outreach partnerships.

2018 MARKETING OVERVIEW WITHOUT CITY FUNDING

Without City funding the Festival will be limited to a marketing and PR budget consisting mainly of in-kind ads.

10 weeks before event

Distribute press release to all monthly publications for inclusion in September issues

6-8 weeks before event

Distribute press release announcing the event and contact all monthlies for follow up
Hang window cling and posters

4-5 weeks before event

Send e-mail pitch to all print journalists, secure calendar mentions, feature stories and general event coverage

Secure stories to run 1-2 weeks before the Festival

Contact all broadcast journalists and secure interviews for the Festival Director

Distribute Program Guide - 75,000 copies of guide inserted in *Arizona Republic* and regional *New York Times*, and distributed in all Valley AJ's Fine Foods locations and select Harkins Theatres

Hang in-theatre banners

3 weeks before event

Send e-mail pitch to reporters, editors, and producers encouraging event coverage

Place newspaper ads in Arizona Republic (\$23,000.00 in-kind) - four ROP ads/four ½ zone ads – 300K+ daily

Place Radio Ads in KJZZ/KBAQ

2 weeks before event

Hang street banner on Scottsdale Road

1 week before event

Send a media advisory to local television stations, newspapers and online outlets via e-mail

Call reporters once the media advisory has been distributed

Send daily updates to all media and listserv for the most up-to-date information about the event

Day before the event

Resend the media advisory and continue to follow up with reporters

Check in with TV stations & media outlets that expressed that they would like to schedule onsite interviews

Day of the event

Have all members of the media sign in with their contact information for tracking and follow up purposes.
Have the Festival Director introduce herself to all media who attend the event

Post-Event

Compile final report of coverage to include TV links and all tear sheets

MEASUREMENTS OF THE SCOTTSDALE INTERNATIONAL FILM FESTIVAL'S SUCCESS

The Festival records and assesses its audience using several methods:

1. The principal measurement of the Festival's success is ticket sales. At the end of 2014 season, ticket sales more than tripled since the Festival began in 2001. During that first year, the Festival sold 2,600 tickets; In 2014, the Festival sold 9,600 tickets. In 2015, with the collaboration of the Festival to Scottsdale Arts, it was expected they would use their vast marketing, advertising, staffing and fund-raising resources to increase attendance and donations. However, 2015 ticket sales fell to 8,000 and 2016 ticket sales to 7,000. Revenue respectively for those two years was approximately \$113,601 and \$133,504.
2. The success of the Festival can also be demonstrated by comparing it with other U.S. film Festivals of the same budget size. According to Data Arts (accredited national arts partner which provides analytics and enables evidence-based strategic planning, see: culturaldata.org), at its peak, the Festival had an attendance nearly four times the amount of attendees at other film Festivals with the same budget. The Festival has three times the number of paid memberships of comparably sized film festivals, and has 10 times visitors to its website. By all of these comparisons, the Festival continues to be extremely successful for a Festival with its budget.
3. Volunteers document verbal and anecdotal comments and relay them to Festival management.
4. The Festival monitors its presence on social media and tracks activity on the Festival's website.
5. After the Festival, an online follow-up survey is sent to the entire Festival database to capture demographics, psychographics, and input from the participants. The online survey mainly provides a tightly controlled environment so that any possibility for duplication is virtually eliminated.
6. The Festival also uses Squarespace Analytics and Facebook reporting to gauge responses from the Festival's marketing efforts. The post-Festival survey measures the ages, income levels, genders, viewing habits, education levels, and breakdown of marketing outlets where attendees discovered the Festival. More important are narrative answers submitted to reveal how our Festival fulfills a cultural need in the Scottsdale community and if there is sense of community experienced while attending the Festival. The information has been used to help program future Festivals and in grant applications.

PROJECTED ECONOMIC IMPACT FOR SCOTTSDALE

The Scottsdale International Film Festival strives to be the undisputed Arizona leader in the use of film to foster meaningful understanding of the world's cultures, lifestyles, religions, and ethnicities. The Festival will move forward with a focus on expanding its core audience; supporting growth through national and local sponsorships; and advancing its mark of distinction within the film festival community. Unrivaled cooperation with sponsors, advertisers, vendors, and providers will produce compelling content, habitual attendance, and strong revenues.

The Festival will measure its success in terms of increased earned and contributed revenue. According to the Arizona Commission on the Arts (Impact: Arts & Culture Report, 2013), support for arts organizations in Arizona is split between earned revenue (46%) and contributed income (54%). The Festival's budget has room for growth in earned income (35%) and already exceeds average levels of contributed income (65%). However, the budget does not yet meet the average level of corporate giving (3%). The Festival's two goals are to:

1. Increase earned income each year by expanding Festival attendance and net ticket revenue.

ATTENDANCE & NET TICKET REVENUE

Year	Attendance	Percentage Increase	Net Ticket
2018	8,500	Projected growth rate of 10% ↓	\$58,000
2019	9,350		\$63,767
2020	10,285		\$70,144
2021	11,314		\$76,030
2022	12,445		\$84,875

2. Rebalance its contributed income by increasing its corporate sponsorships.

CORPORATE SPONSORSHIP REVENUE*:

Year	Corporate	% Contributed
2018	500.00	.4
2019	5,000.00	3.0
2020	10,000.00	50
2021	20,000.00	50
2022	38,000.00	53

*Non City Funds

The Festival is a capacity building project, so that as it grows, so will its sustainability. An investment in the future of the Festival will benefit the City of Scottsdale in continuing its mission to incorporate the arts into its tourism brand and enhance its standing as a “world-class community.” We intend to accomplish this vision over the next five years drawing on the following strategies:

1. Develop high quality marketing, sales, and publicity materials targeting local and feeder markets.
2. Hire a business development person.
3. Enhance relations with studios and distributors to expand access to the “industry’s” finest films.
4. Expand number of days & number of films screened at the Festival.
5. Add seasonal administrative assistant to oversee existing volunteer organization in pre-production and event staging.
6. Expand college internship program to develop skill set of next generation of arts organization leadership.

2018 Scottsdale Film Festival Arts & Economic Prosperity IV: Calculator

POPULATION: 1,000,000 or more

TOTAL EXPENSES \$170,500

TOTAL ATTENDANCE 8,500

TOTAL ECONOMIC IMPACT OF:

	<u>Total Expenditures</u>	<u>FTE Jobs</u>	<u>Household Income</u>	<u>Local Government Revenue</u>	<u>State Government Revenue</u>
Nonprofit Arts and Culture Organizations:	\$170,500	5.6	\$142,993	\$7,030	\$8,167
Nonprofit Arts and Culture Audiences:	\$217,940	5.8	\$129,367	\$10,982	\$13,863
Total Industry Impact: (The Sum of Organizations and Audiences)	\$388,440	11.5	\$272,360	\$18,012	\$22,030

2022 Scottsdale Film Festival Arts & Economic Prosperity IV: Calculator

POPULATION: 1,000,000 or more

TOTAL EXPENSES \$250,000

TOTAL ATTENDANCE 12,445

TOTAL ECONOMIC IMPACT OF:

	<u>Total Expenditures</u>	<u>FTE Jobs</u>	<u>Household Income</u>	<u>Local Government Revenue</u>	<u>State Government Revenue</u>
Nonprofit Arts and Culture Organizations:	\$250,000	8.3	\$209,668	\$10,308	\$11,975
Nonprofit Arts and Culture Audiences:	\$319,090	8.6	\$189,409	\$16,079	\$20,297
Total Industry Impact: (The Sum of Organizations and Audiences)	\$569,090	16.8	\$399,077	\$26,387	\$32,272

Expenditures:

The total dollars spent by your nonprofit arts and culture organization and its audiences; event related spending by arts and culture audiences is estimated using the average dollars spent per person by arts event attendees in similarly populated communities.

FTE Jobs: The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and culture organization and/or its audiences. An FTE can be one full-time employee, two half-time employees, four employees who work quarter-time, etc.

Household Income:

The total dollars paid to community residents as a result of the expenditures made by your arts and culture organization and/or its audiences. Household income includes salaries, wages, and proprietary income.

Government Revenue:

The total dollars received by your local and state governments (e.g., license fees, taxes) as a result of the expenditures made by your arts and culture organization and/or its audiences. © Copyright 2012 by Americans for the Arts.

TOURISM BENEFITS FOR SCOTTSDALE

Arts and cultural organizations are the backbone of an innovative city. Cultivating our local audience and catalyzing winter visitors will advance both economic development and brand identification of the City of Scottsdale as an arts destination. We anticipate that by extending the length of the Festival, we also will multiply cultural tourists' length of stay and level of spending.

According to the National Assembly of State Arts Agencies' *Facts and Figures on the Creative Economy* (<http://www.nasaa-arts.org/>):

- Goals of creative placemaking investments are associated with GDP growth. Cities with high levels of community attachment—the degree of loyalty and affection residents have for their community—also have high GDP growth over time.

Source: Knight Foundation, [Soul of the Community Project](#)

- Each year, 76% of all American leisure travelers (about 130 million adults) participate in cultural activities while traveling, contributing more than \$171 billion to the U.S. economy.

Source: Americans for the Arts, [Cultural Tourism: Attracting Visitors and Their Spending](#), 2014

- American cultural travelers spend on average 60% more than other types of travelers, about \$1,300 per trip compared to \$800 per trip. Generally, they also take more trips per year than non-cultural travelers.

Source: Americans for the Arts, [Cultural Tourism: Attracting Visitors and Their Spending](#), 2014

- Of the 116 million American adults who traveled more than 50 miles one-way in 2012, 32.5 million (28%) extended their trip in order to participate in a cultural, arts, heritage or historic activity or event. Of those who did so, 40% extended their trip by one or more nights.

Source: Americans for the Arts, [Arts Facts...Cultural Tourism](#), 2015



2017 Scottsdale International Film Festival Review of the Event & Tourism Impact

Situational Analysis

A five day annual film event, the Scottsdale International Film Festival has showcased more than 500 films in 16 years from over 60 nations, drawing a diverse, well-educated and upper income audience. Held at the Harkins Shea 14 Theatres in November, it strives to use film to foster a deeper and more meaningful understanding of the world's cultures, ethnicities, religions and ways of life.

Started in 2001, the event sold approximately 7,000 tickets in 2016, with \$133,504 in revenue. Attendance has decreased the last two years -- they sold 9,600 tickets in 2014.

However, according to Data Arts (accredited national arts partner which provides analytics), at its peak, the Festival had an attendance nearly four times the amount of attendees at other film festivals with the same budget. The organization also has three times the number of paid memberships of comparably sized film festivals, and has 10 times the visitors to its website.

The event has relative high levels of earned income (46 percent) and contributed income (54 percent). However, it has a lot of room for growth in the sponsorship arena. It currently raises less than three percent of its budget in this area. They have immediate goals of increasing earned income by expanding Festival attendance and net ticket revenue, and greatly increasing its number of corporate partners through sponsorship.

It is unclear how much Film Festival organizers are asking from the City of Scottsdale. However, the amount of exposure for Scottsdale outlined in their proposal would equal a grant of \$42,750 (\$85,500 in value, see below), based on the City's criteria.

The event does promote the City's overall image and its "product" by including "Scottsdale" in its name. It lacks a significant national media/marketing platform, but does have a good plan in place to promote the event locally.

Pertinent Questions

1. How will the event enhance the Scottsdale brand?

2. How will marketing dollars be spent inside and outside of Maricopa County to promote the event and enhance Scottsdale's attractiveness as a tourist destination?
3. What is the projected economic impact of the event and how many room nights will it generate?

General Assumptions

- The event has an impressive audience demographic, starting with the fact that 73 percent of attendees are females – key decision makers who marketers strive to reach.
- Of attendees reporting their income, 49.3 percent have a household income level of \$100,000 or more.
- A staggering 96 percent of attendees have a collegiate Associate or Bachelor's degree or above, with 53 percent having at least one graduate degree.

Economic and Media Impact

From a media and promotion standpoint, the event does a good job of promoting Scottsdale in three ways:

1. The Film Festival plans to provide \$60,500 in advertising value to the City in several mediums, including
 - 75,000 program guides \$10,000
 - Newspaper & Online \$24,000
 - TV/Radio \$5,000
 - Social Media \$1,500
 - Signage/Banners \$3,000
 - Feeder Market advertising \$17,000
 - Total \$60,500**
2. Organizers will provide \$25,000 in value via City of Scottsdale logo placement at Harkins Shea 14 and other places:
 - Naming rights as "City of Scottsdale Audience Award for Best Film"
 - Scottsdale Logo on Festival window cling at Harkins Shea 14 for six weeks
 - Logo on Festival promotional slides at Harkins Shea 14 for six weeks
 - Logo on Festival website with link to Experience Scottsdale
 - Logo on official posters, banners, voting ballot
 - Logo on pre-feature ad running prior to all films

I don't think these values have been overstated and that Scottsdale should receive the \$80,500 in value promised above by organizers.

3. Because the event has news value, the Scottsdale International Film Festival should generate significant media coverage. If approved for funding by the City, organizers say that their outreach will include television, social media and print.

It is questionable whether the event will generate much in the way of Economic Impact. Analyzing the media/marketing plan, organizers aren't spending enough revenue on national media, limiting the reach of the Festival. Most of the local advertising and publicity efforts won't generate tourism.

Because of its high demographic, the event does contribute to the Scottsdale CVB branding efforts nationally, especially amongst film aficionados. I think it's an event that fits the Scottsdale product, and has the potential to attract tourists.

In 2018, organizers plan to further expand the Festival by offering a six-month independent foreign film series between April – September in partnership with the prestigious Museum of Modern Art (MOMA) and Film Society of the Lincoln Center's New Directors/New Films program from New York City. Organizers are hopeful that this co-production will attract winter visitors from feeder markets.

Summary

It seems that the Scottsdale International Film Festival will attract a target audience that exceeds the ultimate Scottsdale visitor profile. It will promote the City's brand to an upscale attendee.

It also has a good promotions and media plan, one that should generate the projected \$85,500 plus in exposure value for the City.

However, except for the film community, the event is relatively unknown outside of the State. It needs to create a platform that will generate a higher level of awareness on a national basis if it wants to generate economic impact and put heads in beds.

If funding is approved, Festival executives say they will leverage their existing marketing plan to create a multiplier effect in both local and feeder markets.

Therefore, I think the city would need to confirm that the Festival would:

- Work closely with Experience Scottsdale.
- Promote the event in feeder markets
- Develop a public relations plan that creates additional stories for local, national and international audiences, especially since they have many foreign films for viewing.

Since they've sold very little corporate sponsorship in the past, I also think that the City would need to validate that organizers provide maximum benefits and that "Scottsdale" is mentioned in all advertising and promotion.

Respectfully submitted

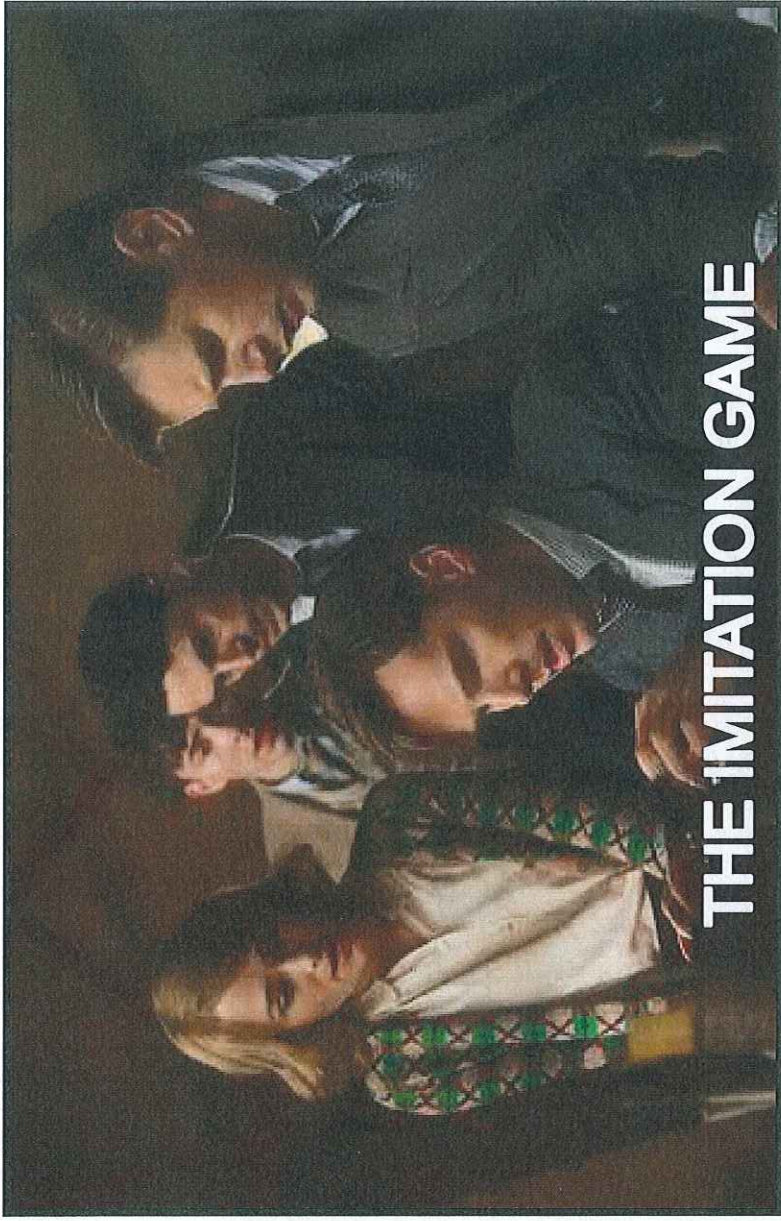
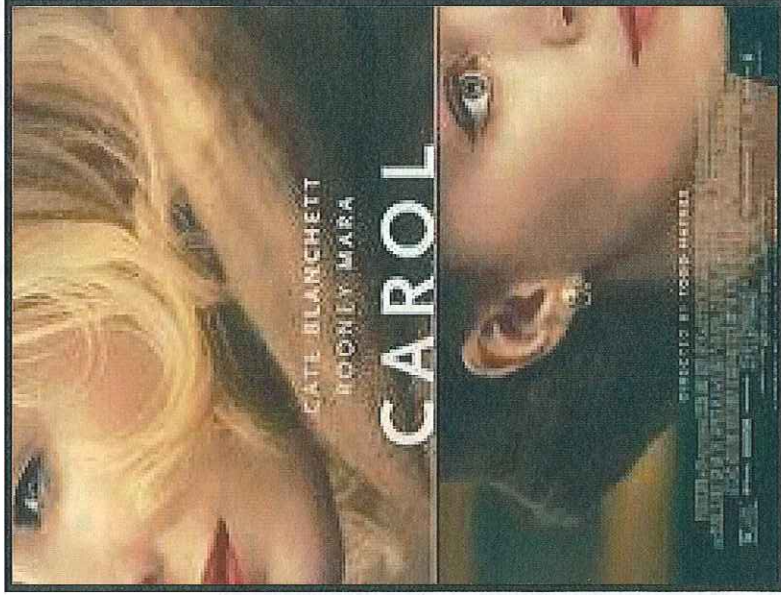
Bruce Skinner and Associates

SCOTTS DALE INTERNATIONAL **FILM** FESTIVAL

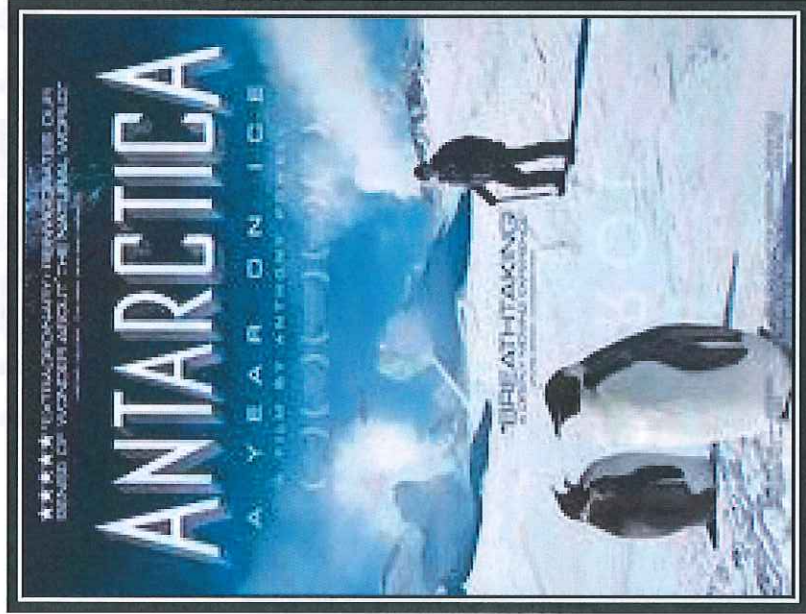
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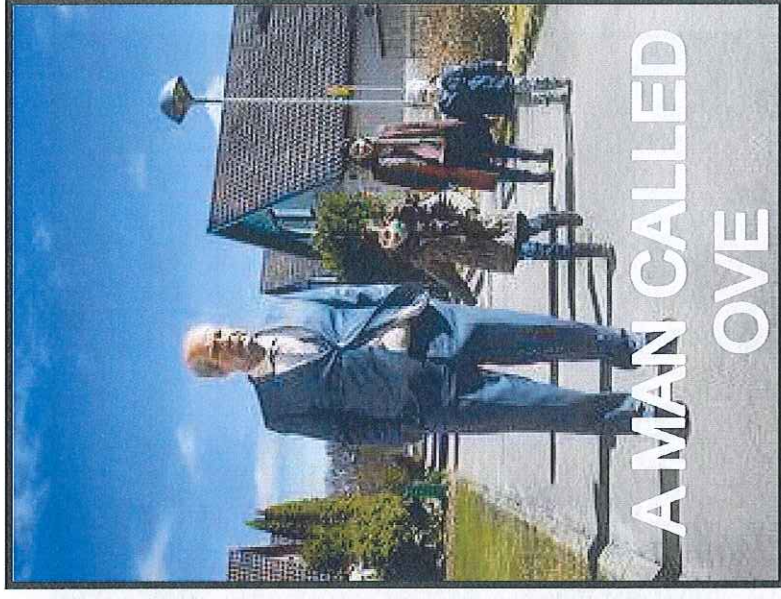
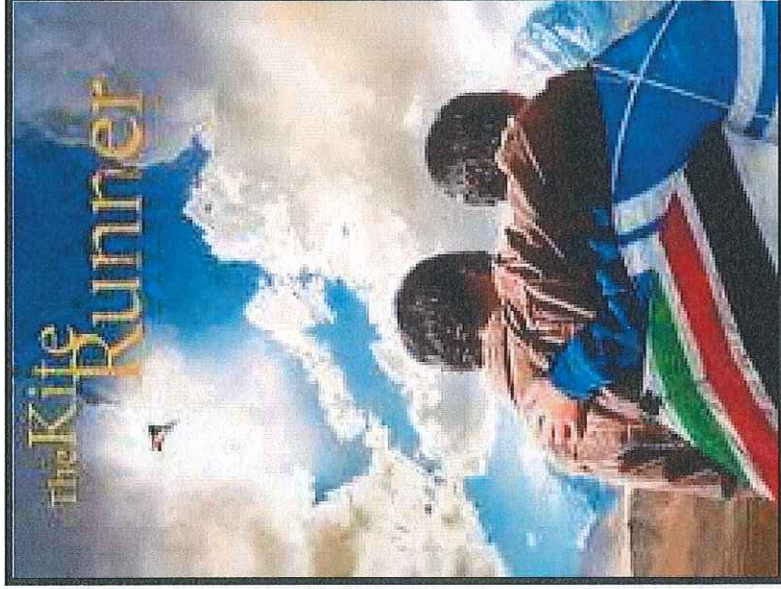
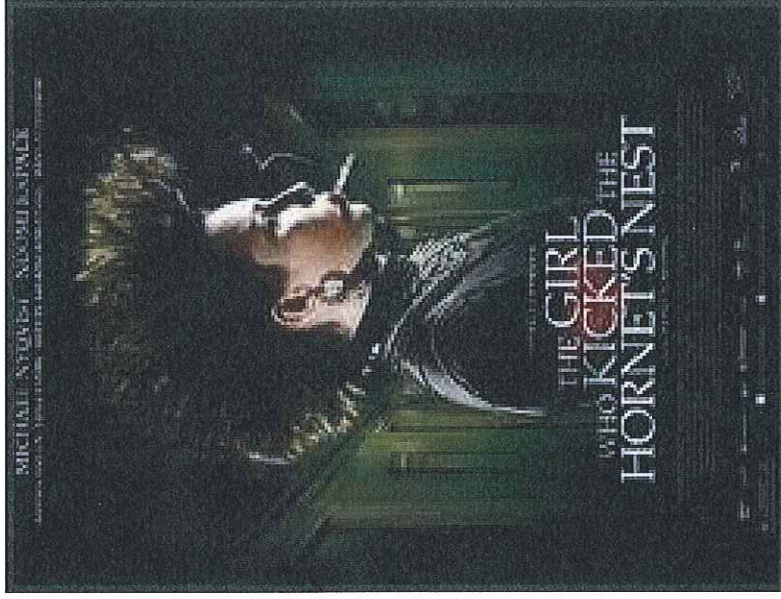
HISTORY & BACKGROUND



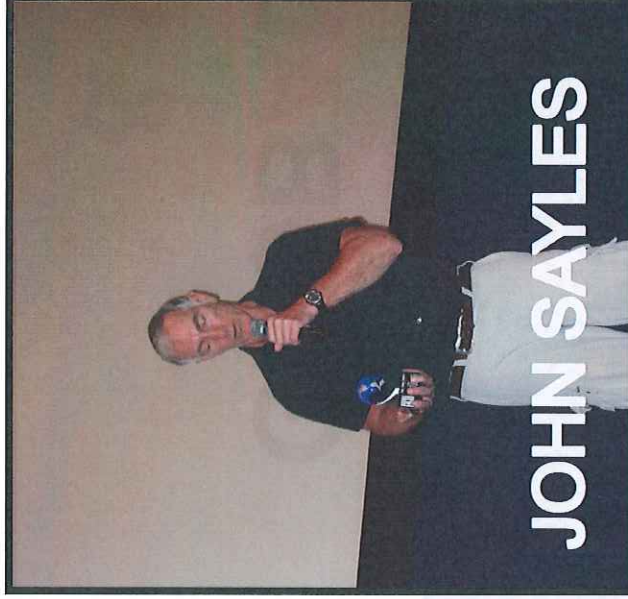
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DOCUMENTARY FILM



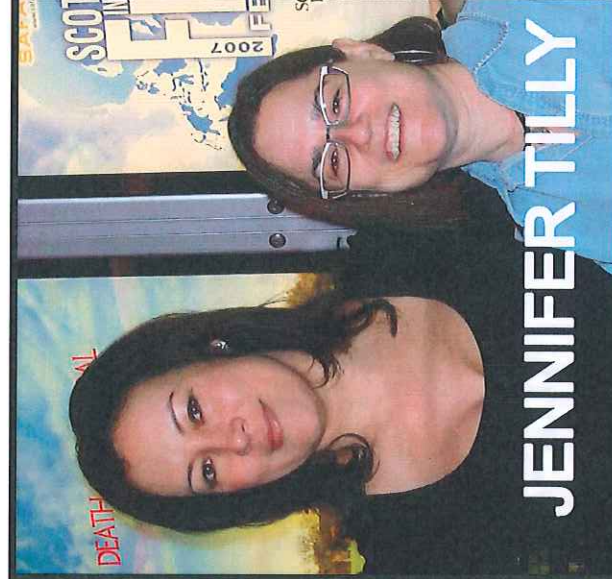
GLOBAL BLOCKBUSTERS & WORLD FILM



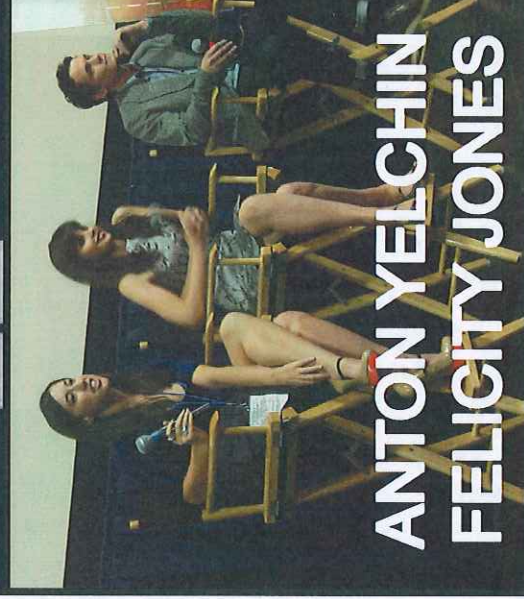
JOHN SAYLES



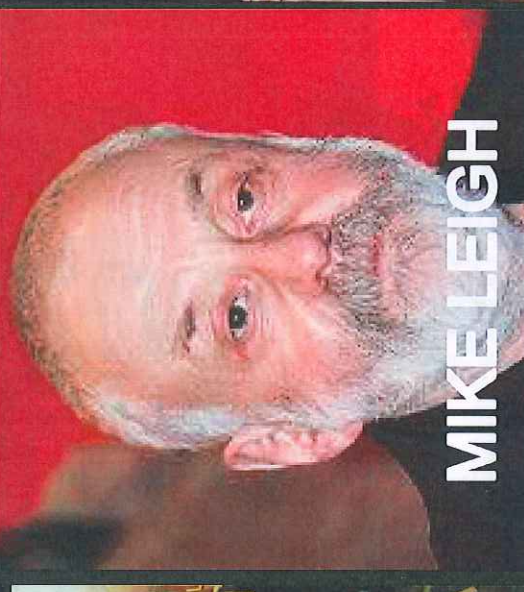
JEREMIAH BITSUI
(BREAKING BAD)



JENNIFER TILLY



ANTON YELCHIN
FELICITY JONES



MIKE LEIGH



LESLEY ANN
WARREN

FESTIVAL GUESTS

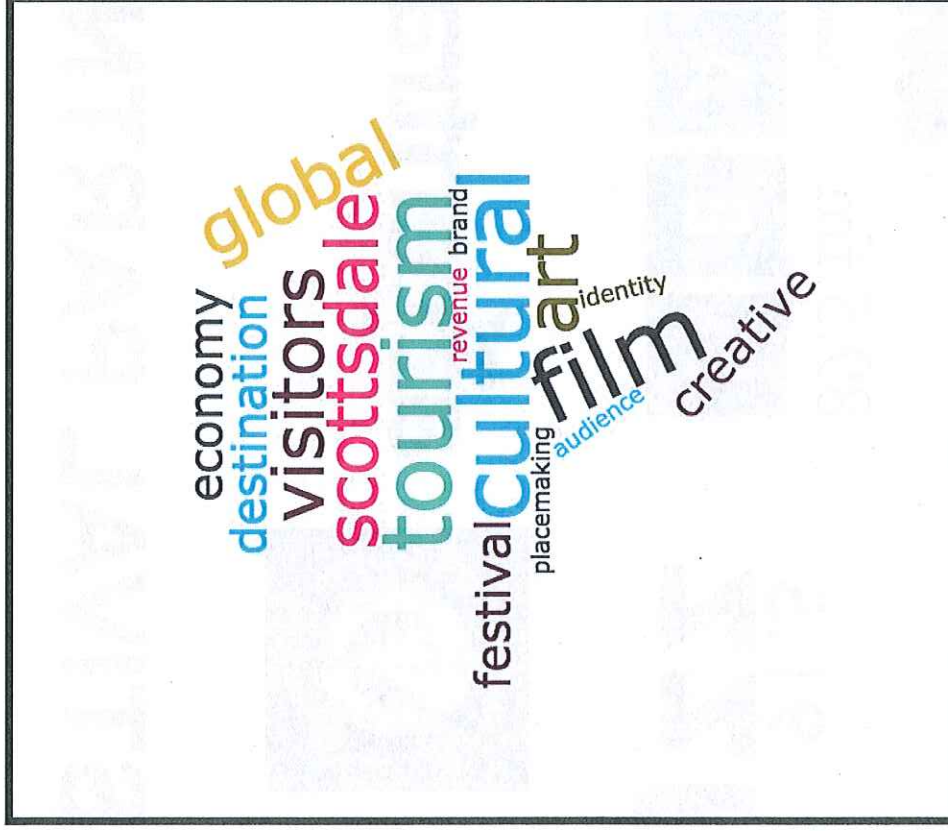


OUR AUDIENCE

- **PROGRAM GUIDE: 75K readers**
- **IN-THEATRE/SHEA 14:**
Signage 50K visitors & PSA 73K impressions
- **NEWSPAPER PRINT & ONLINE ADVERTISING:**
360K daily readers/visitors
- **IN-THEATRE/HARKINS CHAIN: PSA 2.1M impressions**
- **TV: 1.5M viewers**
- **PRIMARY & SECONDARY FEEDER MARKETS & CANADA: 2.9M (American) & 1.28M (WestJet) monthly in-flight magazine readership**
- **RADIO: 397.5K net on-air impressions**
- **SOCIAL MEDIA: 35K+ impressions**
- **BANNER: Scottsdale Road**

MARKETING OVERVIEW

WITH CITY FUNDS



BENEFITS TO SCOTTSDALE

Harkins

THEATRES



89.5 fm
classical. arts. community.



azcentral.com

FESTIVAL PARTNERS



SCOTTSDALE INTERNATIONAL **FILM** FESTIVAL

azcentral.com CITY OF SCOTTSDALE **HARRIS** **arts** **scottsdale**
Alliance Bank  Mercedes-Benz
of ARIZONA at Scottsdale

ScottsdaleFilmFestival.Com



MARK YOUR CALENDAR NOW
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INTERNATIONAL FILM FESTIVAL
NOVEMBER 2-6, 2017





Fin

“THE END”